

Abstract

Title: Licensing system in professional football in case of Gambrinus league

Objectives: The main aim of diploma thesis is description of licensing system in professional football in Czech Republic, which has to be observed by professional football clubs, if they want to get a professional licence. Without this required licence clubs can not figure in I. and II. league. The next object was the comparison of Czech football and German football.

Methods: In thesis is used a method of interview, method of content analysis and method of comparison. Semistructured interview took main part in datas collection. The method of content analysis was used for analysis of these datas. The method of comparison was helpful for research of second aim of this diploma thesis, which was comparison between football in Czech republic and football in Germany.

Results: This diploma thesis shows positive and negative of licensing system. Further describes differencies between Czech and German football. It recommends which way is the best for raise match attendance and make match more attractive like in Germany.

Keywords: football, licensing system, interview, Gambrinus league